



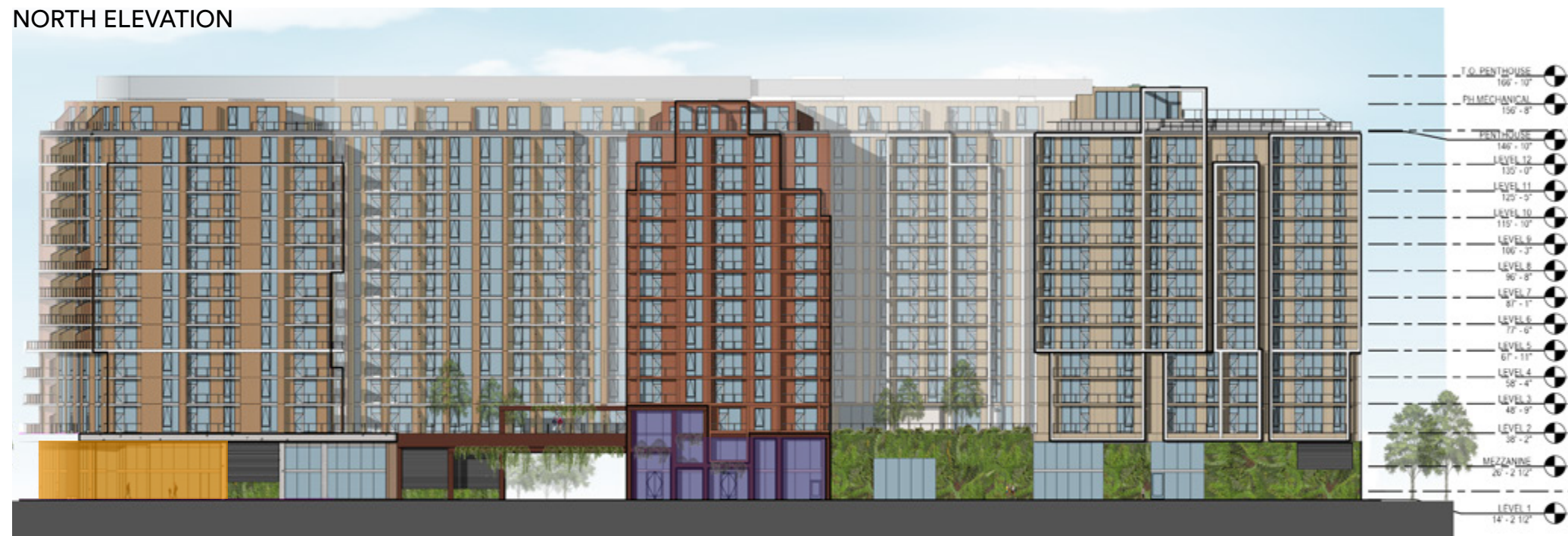
SOUTH ELEVATION



EAST ELEVATION



NORTH ELEVATION



WEST ELEVATION



LEGEND

- Potential Retail signage placement area to be designed in accordance with DC Code and sign regulations
- Potential Residential signage placement area to be designed in accordance with DC Code and sign regulations

Sign Type A Marquee Signs



Sign Type C Blade Signs



Sign Type B Building Signs



Sign Type D Window Signs



RESIDENTIAL SIGNAGE GUIDELINES

1. Permanent signage for the residential portions of the project will be designed to articulate an integrated building identity, responding to the local makeup of the area
2. Permanent signage for the residential portions of the project shall use high quality materials that compliment the design and materials of the base building
3. Permanent signage for the residential portions of the project will be restricted to the areas adjacent to the two building entrances located on Howard Rd, as shown on plans

Nothing herein will be construed to preempt any local or federal code or regulation

RETAIL SIGNAGE GUIDELINES

Retail tenants will be required to submit their signage and storefront designs to the owner for review and approval prior to applying for permits from the District. The owner will regulate the external design and appearance of the retail tenants in a manner so as to preserve and maintain the design integrity of the building

1. Signage shall consider the context of the neighborhood and building architecture, and should seek to capture and respond to the local character of the area. Scale and proportion will be evaluated closely by the Landlord.
2. Signs shall be generally proportional to the storefront and should be oriented to the scale of pedestrians to engage passersby.
3. Signage will be evaluated for its design theme consistency, and shall use high quality materials that compliment the design and materials of the base building
4. Signage shall encourage window shopping by adding vibrancy and variety, contributing to the distinctive character of the neighborhood
5. Note that signage placement may include: above canopies, blade signs, building signs, window signs and marquee signs

